



## News from the Tobacco Prevention and Control Program

### Tobacco Program annual conference March 4-6

*Success through Partnerships*, the Tobacco Program's annual conference, takes place March 4-6, at the DoubleTree Hotel in SeaTac. Program highlights include Washington Department of Health Secretary Mary Selecky; Christine Gregoire, Washington attorney general; Mike Moore, Mississippi attorney general; and Wendy Lesko, executive director of the Youth Activism Project. With more than 35 workshops and trainings planned, the conference is a unique opportunity for contractors and other tobacco prevention partners to share the past year's successes; learn about the latest research and best practices; and network with state, regional, and national peers. Attendance at this conference is required of all Tobacco Program contractors.



For more information and conference registration, go to [www.doh.wa.gov/tobacco/conference/](http://www.doh.wa.gov/tobacco/conference/) or contact your contract manager.

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### Policy-makers get tobacco report card

The "State of Tobacco Control Report Card," recently released by American Lung Association, suggests the need for improved Washington State tobacco control policies – policies that are set by state legislators and the governor. The report rates the tobacco control policies – not programs – of all 50 states in four areas: cigarette taxes, program funding, youth access, and smoke-free air policies.

Last year's increase in the tobacco tax earned an "A" for Washington policymakers in that category. However, the state scored an "F" for its smoke-free policies because the Washington Clean Indoor Air Act doesn't provide for 100 percent smoke-free workplaces, restaurants, bars, and other public places.

The indoor air law also pre-empts more restrictive local ordinances. The association gave 43 states a failing grade in that area.

Washington youth access policies got a “C” because the state still allows vending machines and free distribution of cigarettes; 34 states scored lower than Washington. In the program funding area, Washington scored a “B,” placing it among the top nine states in that category, according to the report. However, Washington’s tobacco control funding is slightly below the Centers for Disease Control recommended standard.

For more information, go to [www.lungusa.org](http://www.lungusa.org).

### **Tobacco funding: so far, so good**

Governor Gary Locke's budget proposal for 2003-2005, which was released Dec. 17, was very supportive of our statewide tobacco prevention and control efforts. The good news with this budget was threefold.

- The Governor is proposing to keep program funding from the Tobacco Prevention and Control Account at the current level of \$26.25 million per year. This will allow a continuation of our statewide comprehensive program.
- The Tobacco Prevention and Control account is left intact. The Master Settlement Agreement funds already in the account and a portion of the tobacco tax revenue dedicated to the account will be used only to fund the program.
- The budget did not propose any further securitization of future Master Settlement Agreement payments. Although there is no direct, immediate effect to the program, securitization could jeopardize the availability of future funding for the program.

The Legislature convened Jan. 13 and there is guaranteed to be much more discussion before the dust settles on a final budget. However, the Governor’s budget is a great place to start those discussions.

For more information, contact Terry Reid at 360-236-3665 or [terry\\_reid@doh.wa.gov](mailto:terry_reid@doh.wa.gov).

### **Three new ad campaigns begin in the New Year**

The fight against Big Tobacco will swing into full gear in the New Year with the launch of three new counter-marketing ad campaigns.



#### **New youth ads**

The Tobacco Prevention and Control Program will continue its campaign theme of showing kids the short- and long-term health effects of smoking with its newly created ads to begin airing in February.

There are two ads. The first features a young woman and her two friends in a club restroom. As the woman adjusts her makeup in the mirror, we see her face morph to resemble the damage being caused inside her body by smoking.

The second ad features a group of young male skaters. As the lead actor takes a puff of his cigarette, a window opens on his chest and we follow the smoke as it damages his internal organs. In both ads, the announcer asks if teens would still smoke if they could see the damage they were doing to their bodies.

The campaign will include ads on television, radio, billboards, and buses. There also will be ads in more non-traditional venues, such as video stores, malls, at summer camps, as well as on the Internet.

### **New secondhand smoke ads, Web site**

Starting at the end of this month, the Tobacco Program will launch a new media campaign aimed at increasing the public's awareness of the dangers of secondhand smoke. Two ads, which were created by other states, were selected.

The first of the two ads features an older man sitting in his living room talking about how his wife nags him about quitting smoking. She complains that the smoke makes the drapes smell. He dismisses his wife's complaints, saying it's his lungs he's damaging. The ad closes with him explaining that he didn't lose his life, he lost the life of his wife.

In the second ad, a man and woman are driving in a car. The man lights a cigarette and the woman driver looks at him, swerves off the road and into the forest, and nearly runs into a tree. As they return to the road, the man exclaims, "What are you doing, you nearly killed me!" The female driver responds that he was endangering her life by lighting the cigarette and she was just returning the favor.

Both ads will end with an announcer referring viewers to a Web site for more information. The state is developing that Web site, [SecondhandSmokesYou.com](http://SecondhandSmokesYou.com), and should have it ready to launch at month's end.

The state's ad campaign targets smokers while they are smoking by placing ads on television, radio, billboards, buses, and at county racetracks. In addition, the campaign will target smokers while they are with their kids by placing ads at day cares, YMCAs, and Boys and Girls clubs. Finally, the campaign tries to reach them before they buy their tobacco by placing ads in grocery stores.

### **New ads encourage Hispanics to call the Tobacco Quit Line**

The state will launch new ads featuring Hispanic actors and voices aimed at encouraging smokers to call the state quit line.



The ads will be aired in central Washington beginning in February and will continue until June. The ads were selected by two focus groups of Hispanic smokers, organized by Martin Yanez, the community outreach coordinator for the Northwest Communities Education Center in Granger.

The ads are the first pilot project done in the Hispanic community and the second pilot project for at-risk populations. The state is in the middle of a campaign that encourages African American smokers to call the quit line.

For more information, contact Susan Zemek at 360-236-3634 or [susan.zemek@doh.wa.gov](mailto:susan.zemek@doh.wa.gov).

### **Secondhand smoke coordination effort begins, contractor selected**

In addition to the media campaign, the Tobacco Program has launched a new secondhand smoke coordination effort. The goals of this effort are to reduce exposure to secondhand smoke by children and adults and to increase the number of voluntary and regulatory smoke-free policies.

The program selected Health Improvement Partnership and Desautel Hege Communications, of Spokane, to help plan and coordinate statewide efforts. The firms, which began work January 1, will help to serve as bridge between national, statewide, and local activities. Their scope of work includes identifying and making available resources that support activities at the state and local levels and implementing strategies that support contractors in their efforts.

Specific activities will include coordinating state and local assessments to determine what support is needed for secondhand smoke activities; communications and training about available resources; facilitating media training and advocacy; providing technical assistance to targeted communities; and facilitating support for increased enforcement. The work is to be completed by June 30.

This coordination work will help to ensure secondhand smoke activities and resources around the state are easier to access and that partners at each level hear about the important work happening locally, statewide, and nationally. The new contractors will be contacting community contractors in the next several months.

For more information, Tom Wiedemann at 360-236-3643 or [tom.wiedemann@doh.wa.gov](mailto:tom.wiedemann@doh.wa.gov).

### **New tobacco-free school policy under discussion**

Tobacco Program staff recently met with representatives of seven of the state's nine Educational Service Districts to discuss the new tobacco-free policy framework the program is recommending for Washington's schools. Participants also discussed barriers to effective policy improvement and implementation.

Elements of the 16-component policy include banning youth from wearing or using tobacco industry promotional items, banning use of tobacco during school-sponsored events that are held off campus, and providing cessation support for school staff that use tobacco. In developing the framework, department staff researched model school tobacco prevention policy recommendations, relevant Washington and federal laws, and current literature, and provided references for policy recommendations from the Washington State School Directors Association and the Office of the Superintendent of Public Instruction.

For more information, contact Carla Huyck 360-236-3678 or [carla.huyck@doh.wa.gov](mailto:carla.huyck@doh.wa.gov).

### **Media campaign boosts presence in rural communities**

In an effort to reach the state's most remote areas, the Tobacco Program adopted a strategy used in other states to reach youth and extended its quit line campaign for adults.

In December, the tobacco program started its *Tobacco Smokes You* road tour, which features a crew of young adults who arrive in rural towns driving an attention-getting Hummer and trailer. The crew sets up lounge-type area complete with TVs running extreme sports footage and the state's anti-tobacco ads, a stereo system playing popular music, and video game stations. As kids enter, the crew talks with them about their tobacco use and encourages them to not smoke. The road



tour will be visiting 23 counties between now and May. For a list of times and locations, visit the youth Web site at <http://www.unfilteredtv.com/>.

In addition to the youth campaign, the Tobacco Program extended the adult campaign into more remote areas in three ways. Coffee cups are being delivered to restaurants, diners, and coffee shops where smokers hang out. Coasters are being stocked in bars and bowling alleys. In addition, postcards will be placed next to stop smoking products in grocery and drug stores. All materials promote awareness of the Tobacco Quit Line.



These new activities were possible because the state readjusted its spending plan. Every quarter, the state assesses the media buy and makes adjustments based on the sales from the previous quarter. With the economy soft, the state has been able to purchase more media for fewer dollars, thus allowing funding to be shifted for the new activity.

For more information, contact Susan Zemek at 360-236-3634 or [susan.zemek@doh.wa.gov](mailto:susan.zemek@doh.wa.gov).



### **New youth Web site, contest**

Kids in Washington have new ways to fight Big Tobacco – they can visit [UnfilteredTV.com](http://UnfilteredTV.com) and try out different activities, or enter a contest that showcases artwork about tobacco use and awards cash prizes.

The new Web site was a redesign of the state's OutrageAvenue.com site to refresh the content and recognize that kids have seen a year of advertising and are a little smarter about the damage caused by tobacco use. The site is broken into four areas:

- Learn – Contains tobacco facts, stories about tobacco use and the damage it causes, quizzes, and tips on how to successfully quit tobacco.
- Create – Gives the contest rules and prizes.
- Activate – Give kids ideas about how to get involved in the movement against Big Tobacco.
- View – Allows kids to see the artwork submitted in the contest as well as the state's anti-tobacco ads and Unfiltered episodes (a reality-style series that followed kids as they quit smoking for a weekend in Seattle).

Check out the new Web site at <http://www.unfilteredtv.com/>. For more information, contact Susan Zemek at 360-236-3634 or [susan.zemek@doh.wa.gov](mailto:susan.zemek@doh.wa.gov).

### **American Cancer Society provides opportunities for youth**

American Cancer Society is launching a new Web site designed for youth advocates wishing to connect with other young people to implement more effective tobacco prevention programs. Youth editors have ensured that this site will be both interesting and informative. The Web site is set to launch in late February.

Two training opportunities also are available to youth from American Cancer Society. For youth just starting out in tobacco prevention, *Speak Out!* youth initiative trainings are an excellent place to gain knowledge and skills. By supplying a planning guide and toolkit, these trainings provide a solid foundation for youth leaders and their adult partners to build strong youth coalitions. Youth that attend these workshops are then eligible for mini-grants. These workshops are held throughout the state and are available now through May.

For experienced teen advocates ages 14-18, *Speak Out!* Summer Summit provides exceptional youth leadership training. This training takes tobacco prevention to the next level, providing information on community mobilization around tobacco prevention. Youth must have attended *Camp Speak Out!*, *Speak Out!* youth initiative, or served in a leadership role within a youth coalition for two or more years to apply. Applications for the *Speak Out!* Summer Summit 2003, scheduled for June 18-21, in Auburn are now available.

For more information, contact American Cancer Society at 1-800-ACS-2345.

### Boeing Company chooses Group Health's tobacco cessation program

Group Health Cooperative's Center for Health Promotion has been selected to provide its Free and Clear<sup>®</sup> tobacco cessation service for Boeing Company employees worldwide. Group Health Cooperative operates the Washington Tobacco Quit Line on behalf of the Washington Department of Health.

Similar to the Washington Tobacco Quit line service, the Free and Clear program features individual telephone counseling and interactive printed materials that guide participants through the quitting process. The program's quit-tobacco specialists also provide screening and recommendations for drug therapy. When it is appropriate, nicotine replacement therapy in the form of patch or gum is mailed directly to the participant's home address.

### Trainings offered

The Tobacco Prevention Resource Center is offering the following trainings this winter.



Date	Training	Location	Time
February 19	Coalition Building 101: Getting Started	Moses Lake	9 a.m.-3 p.m.
March 24	Policy Enforcement	Moses Lake	8:30 a.m.-2:30 p.m.
March 25	Policy Enforcement	Tacoma	8:30 a.m.-2:30 p.m.
March 26	Policy Enforcement Training of Trainers	SeaTac	TBD

For more information, contact LaJuana Locklin at 206-447-9538 or [llocklin@jba-cht.com](mailto:llocklin@jba-cht.com).

### American Lung Association of Washington makes ad available

American Lung Association of Washington has a new ad available for local contractors to use in their theaters. The ad is available through ALAW, along with the Megan Quann ad previously available. Placement costs in the theater would be the responsibility of the local contractor, as well as a \$100 fee for changing the logo, if the local group wanted to substitute logos.



For more information on the ad, contact Marina Cofer-Wildsmith at 206-441-5100 or [mcwildsmith@ALAW.ORG](mailto:mcwildsmith@ALAW.ORG).

### **National panel delves into tobacco-related disparities**

The National Conference on Tobacco and Health Disparities brought researchers, practitioners, policymakers, funders, and advocates to Florida to recommend a national research agenda for identifying and addressing tobacco-related disparities. Dave Harrelson of the Tobacco Program participated in a panel titled, "Community and State: Creating and Sustaining Capacity Building Efforts."

For more information, contact David Harrelson at 360-236-3685 or [david.harrelson@doh.wa.gov](mailto:david.harrelson@doh.wa.gov).

### **In the news**

#### **Quit line helps smokers kick the habit**

<http://www.kingcountyjournal.com/sited/story/html/118299>

#### **News story on sampling in Washington State**

[http://www.tribnet.com/news/health\\_science/story/2251091p-2316322c.html](http://www.tribnet.com/news/health_science/story/2251091p-2316322c.html)

#### **Seattle Times chronicles a smoker's quest to quit**

[http://seattletimes.nwsource.com/html/northwestlife/134612455\\_updatefirst](http://seattletimes.nwsource.com/html/northwestlife/134612455_updatefirst)

#### **Secondhand smoke decreases kid's Vitamin C levels**

[http://story.news.yahoo.com/news?tmpl=story2&cid=571&ncid=751&e=2&u=/nm/20030103/hl\\_nm/smoking\\_vitamins\\_dc](http://story.news.yahoo.com/news?tmpl=story2&cid=571&ncid=751&e=2&u=/nm/20030103/hl_nm/smoking_vitamins_dc)

#### **Teenage smoking increases risk of breast cancer later in life**

[http://abcnews.go.com/wire/Living/reuters20021007\\_403.html](http://abcnews.go.com/wire/Living/reuters20021007_403.html)

#### **Smokers see "light" cigarettes as safer**

[http://story.news.yahoo.com/news?tmpl=story&u=/nm/20030103/hl\\_nm/smoking\\_cancer\\_dc](http://story.news.yahoo.com/news?tmpl=story&u=/nm/20030103/hl_nm/smoking_cancer_dc)

#### **Dying smoker wins right to smoke in nursing home**

<http://www.cantonrep.com/index.php?Category=13&ID=77882&r=1>

#### **Teens more likely to smoke if cigarettes are around**

[http://story.news.yahoo.com/news?tmpl=story&u=/hsn/20021230/hl\\_hsn/if\\_cigarettes\\_are\\_around\\_teens\\_more\\_likely\\_to\\_smoke](http://story.news.yahoo.com/news?tmpl=story&u=/hsn/20021230/hl_hsn/if_cigarettes_are_around_teens_more_likely_to_smoke)